Document 45-5

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```
RESP ID
         18897
Age:
         14 to 29
Gender:
         Female
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
          I am not sure.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP ID
         19367
         14 to 29
Age:
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          eBay. Uh, like eBay would be the only one I can think of.
         Um, yeah, ah, uh, yeah, Plumbers Dream. Um, I don't normally
Q3.1
         use anything buy eBay.
          [Have you ever heard of...?)
Q4.0
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           Yes
                authorhouse
                                           Yes
                trafford
                                           No
                moho
                                           No
04.1
          [Have you ever heard of . . . ? )
                lulu
                                           na
                blurb
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
RESP_ID
         19415
         30 to 49
Age:
Gender:
         Female
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         Don't know any.
          [Have you ever heard of . . . ?)
Q4.0
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
04.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
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```
RESP ID
         19467
Age:
         50 or above
         Male
Gender:
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of . . . ? )
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
         19586
RESP ID
Age:
         30 to 49
Gender:
         Female
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         I don't know any.
Q4.0
         [Have you ever heard of . . . ?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP_ID
         19683
Age:
         14 to 29
Gender:
         Female
         [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         I don't know.
Q4.0
         [Have you ever heard of . . . ?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
         [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
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RESP ID
         19788
Age:
         30 to 49
         Male
Gender:
         [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         Kodak.
         Uh, I can't think of any more.
Q3.1
Q4.0
          [Have you ever heard of ...?)
                lulu
                                           No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                           na
                moho
                                           na
RESP ID
         19832
Age:
         50 or above
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         I really don't know.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                           na
                trafford
               moho
                                          na
04.1
          [Have you ever heard of...?)
                lulu
                                          Yes
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          Yes
                trafford
                                          No
                moho
                                          No
RESP_ID
         20068
         50 or above
Age:
Gender:
         Female
03.0
         [Names of internet sites that offer self publishing]
Q3.0
         Can't think of any.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
               moho
                                          na
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
               moho
                                          No
```

```
RESP ID
         20081
Age:
         50 or above
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          I have no idea.
Q4.0
          [Have you ever heard of . . . ? )
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP ID
         20213
Age:
         14 to 29
Gender:
         Female
          [Names of internet sites that offer self publishing]
Q3.0
         eBay and craigslist.
Q3.1
         I think that's all.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           Yes
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                moho
                                          na
RESP_ID
         20238
         30 to 49
Age:
         Male
Gender:
03.0
         [Names of internet sites that offer self publishing]
Q3.0
         Uh, none.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          na
               blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
               moho
Q4.1
         [Have you ever heard of...?)
                lulu
                                          No
               blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
               moho
                                          No
```

```
RESP_ID
         20314
Age:
          30 to 49
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          I don't know any.
Q4.0
          [Have you ever heard of . . . ? )
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP_ID
         20462
         30 to 49
Age:
Gender:
         Female
03.0
          [Names of internet sites that offer self publishing]
Q3.0
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
         20563
RESP ID
Age:
         50 or above
Gender:
         Female
         [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         None.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          Yes
                authorhouse
                                          Yes
                trafford
                                          No
                moho
                                          No
```

```
RESP ID
         20577
Age:
          30 to 49
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          I don't know any.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
          [Have you ever heard of . . . ? )
Q4.1
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP ID
         20693
         50 or above
Age:
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         None.
Q4.0
          [Have you ever heard of . . . ?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of ...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
         20738
RESP_ID
Age:
         14 to 29
Gender:
         Male
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         MySpace.
Q3.1
         None.
Q4.0
         [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
04.1
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
```

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RESP ID
         20802
Age:
         30 to 49
Gender:
         Female
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         Newsweek and Military Week.
Q3.1
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
RESP_ID
         21105
         50 or above
Age:
Gender:
         Male
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         I don't know any.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
               blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
               moho
                                          No
RESP ID
         21115
Age:
         14 to 29
Gender:
         Female
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         None.
Q4.0
         [Have you ever heard of...?)
               lulu
                                          na
               blurb
                                          na
               iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
               moho
                                          na
Q4.1
         [Have you ever heard of...?)
               lulu
                                          No
               blurb
                                          No
               iuniverse
                                          No
               authorhouse
                                          No
               trafford
                                          No
               moho
                                          No
```

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RESP_ID
          21126
Age:
          30 to 49
Gender:
          Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          Apple.
Q3.1
          That's it.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
RESP_ID
         21167
Age:
          30 to 49
Gender:
          Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          I can't think of any.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
04.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                           No
                trafford
                                          No
                moho
                                          No
RESP ID
         21219
Age:
         30 to 49
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
         I think the only one I know is Word Press.
Q3.0
Q3.1
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          Yes
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
```

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RESP ID
         21280
Age:
          14 to 29
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          No, I can't think of any.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP ID
         21428
         14 to 29
Age:
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         Like self publishing, like eBay. No, I don't know.
Q3.1
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           Yes
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
04.1
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
RESP_ID
         21430
         30 to 49
Age:
Gender:
         Female
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         Don't know.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
               moho
                                          na
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
```

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RESP_ID
         21524
Age:
          14 to 29
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          Um, deviantART.
Q3.1
         Not really other then that.
          [Have you ever heard of . . . ?)
Q4.0
                lulu
                                           No
                blurb
                                           No
                iuniverse
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
RESP_ID
         21544
Age:
         30 to 49
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         Keizertimes and Statejournal.
Q3.1
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           Yes
                iuniverse
                                           Yes
                authorhouse
                                           Yes
                trafford
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                          na
RESP ID
         21593
Age:
         30 to 49
Gender:
         Female
         [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         I have no idea.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                trafford
                                          na
               moho
                                          na
Q4.1
         [Have you ever heard of...?)
                lulu
                                          No
               blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
               moho
                                          No
```

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RESP ID
         21803
Age:
          50 or above
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          Project Gutenberg.
Q3.1
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                                           na
                blurb
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
RESP ID
         21986
Age:
         50 or above
Gender:
         Male
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         I have no idea.
Q4.0
          [Have you ever heard of ...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of . . . ? )
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP ID
         22016
Age:
         50 or above
Gender:
         Female
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         Don't know.
         [Have you ever heard of...?)
Q4.0
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
         [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
```